

KIDS & CHOCOLATE MILK

ages 2-18

9 essential nutrients
in every
8 ounce glass

protein, calcium, vitamins A & D, vitamin B12,
riboflavin, niacin, phosphorus, pantothenic acid



Milk (including chocolate milk)
is the **#1** food source of
3 of 4 nutrients
of concern



calcium



potassium



vitamin D

**Fat-Free
Chocolate Milk**



1.5 tsp added sugar
Serving size = 8 ounces

Sports Drink



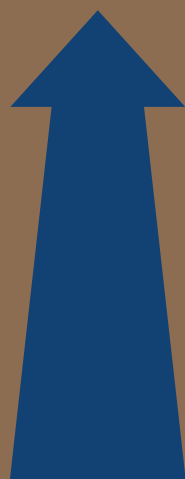
2X
more added sugar

3.25 tsp added sugar
Serving size = 8 ounces

ONLY

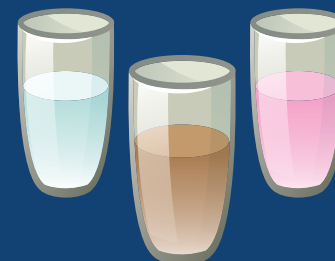
4%

of added sugar
in kids' diets
comes from flavored milk



Kids who drink milk
(including chocolate
milk) have
**higher nutrient
intakes**
than non-milk drinkers.

3 servings
of dairy
a day



& 2.5 servings a day for kids 4 to 8 years
contributes to

bone health for life.

MILK MEANS MORE
United Dairy Industry of Michigan

www.MilkMeansMore.org

WHY CHOCOLATE MILK

for kids

Nutrient-Rich

Like white milk, chocolate milk has the same 9 essential nutrients important for kids' growth, development, and physical activity.

Top Milk Choice in Schools

Chocolate milk is the most popular milk choice in schools and, when available, students drink more milk overall.

Better Diet Quality

Kids who drink chocolate milk have better quality diets and are just as likely to be at a healthy weight as kids who do not drink chocolate milk. Kids benefit from the many nutrients in milk, like calcium, vitamin D, and potassium.

A More Healthful Option

Chocolate milk is a great alternative to replacing sugary drinks like soda and fruit beverages in kids' diets, while not obtaining higher intakes of added sugar and fat.

1-2-3 Servings Each Day

Kids' average daily intake of dairy falls short of recommendations, especially as they get older. A serving of chocolate milk can help close the gap between actual and recommended intakes of milk and milk's nutrients.

Young Athletes

A great choice for young athletes to fuel for physical activity, replenish fluid and electrolytes post-exercise and support bone health to reduce risk of stress fractures.

An Added BONUS:

Chocolate milk helps meet nutrient needs while remaining affordable and convenient.

MILK
MEANS MORE

United Dairy Industry of Michigan

www.MilkMeansMore.org

Sources:

U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2015. 8th Edition, Washington, DC: U.S. Government Printing Office, December 2015.

O'Neil, C.E., et al. Food sources of energy and nutrients among adults in the US: NHANES 2003-2006. *Nutrients* 4: 2097-2120, 2012. <https://www.ncbi.nlm.nih.gov/pubmed/23363999>

Keast, D.R., et al. Food sources of energy and nutrients among children in the United States: National Health and Nutrition Examination Survey 2003-2006. *Nutrients* 5: 283-301, 2013. <https://www.ncbi.nlm.nih.gov/pubmed/23340318>

USDA National Nutrient Database for Standard Reference, Release 28. The sugar and calorie data for chocolate milk are representative of milk available in 2015-2016 school year - MilkPEP School Channel Survey. % Daily Values are based on a 2,000 calorie diet.

Dairy Research Institute®, NHANES 2007-2010. (Nutrition Impact, LLC analysis. Ages 2+ years). Data Source: U.S. Department of Agriculture, Agricultural Research Service, 2013. Food Patterns Equivalent Intakes from Food: Consumed per Individual, by Gender and Age, What We Eat in America, NHANES 2007-2008, 2009-2010. Available at: www.ars.usda.gov/ba/bhnrc/fsrg

Murphy MM, Douglass JS, Johnson RK, Spence LA. Drinking flavored or plain milk is positively associated with nutrient intake and is not associated with adverse effects on weight status in US children and adolescents. *J Am Diet Assoc* 2008;108:631-639. <http://www.milkmeansmore.org/wp-content/uploads/2016/05/DMI-Fluid-Milk-in-School-Meal-Programs.pdf>

Johnson RK, Frary C, Wang MQ. The nutritional consequences of flavored-milk consumption by school-aged children and adolescents in the United States. *J Am Diet Assoc* 2002;102:853-856.

Frary CD, Johnson RK, Wang MQ. Children and adolescents' choices of foods and beverages high in added sugars are associated with intakes of key nutrients and food groups. *J Adolesc Health* 2004;34:56-63.

NH Golden, SA Abrams. Optimizing bone health in children and adolescents. *Pediatrics*, 2014 - Am Acad Pediatrics. October 2014, VOLUME 134 / ISSUE 4.